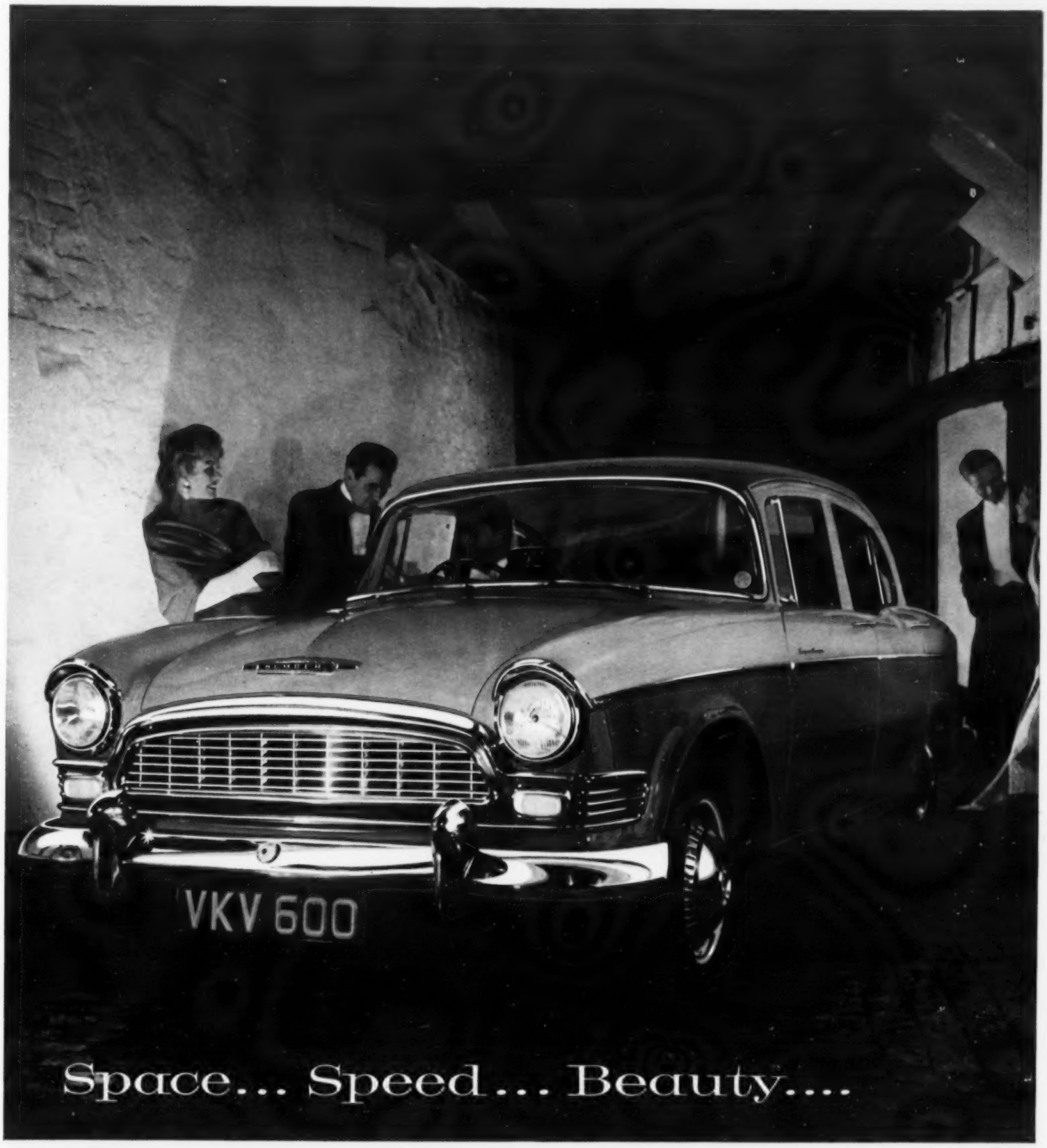

Here is a car with a distinctive personality of its own expressed through a superb elegance of line, luxurious comfort and a brilliant performance. The Humber Super Snipe is available with fully automatic transmission or overdrive, power-assisted steering and individual front seats as extras.

Humber SUPER SNIPE

It is also available as a luxury Limousine and Estate Car. Saloon (as illustrated) £995 plus p.t. £415.14.2.

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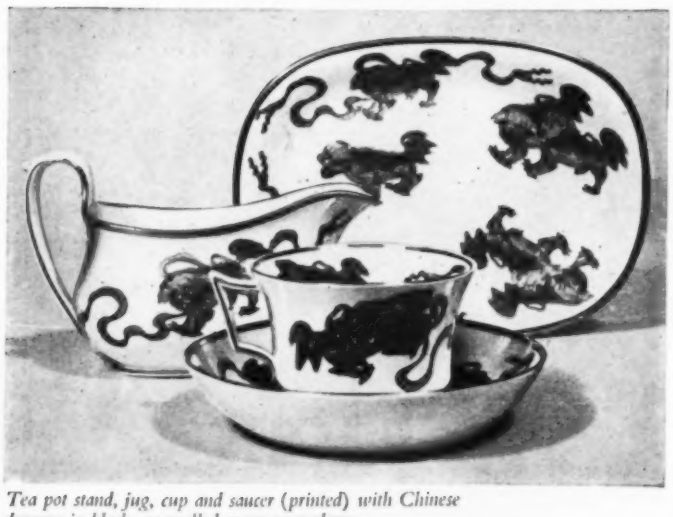
WEDGWOOD BONE CHINA 1812–1822

by WOLF MANKOWITZ

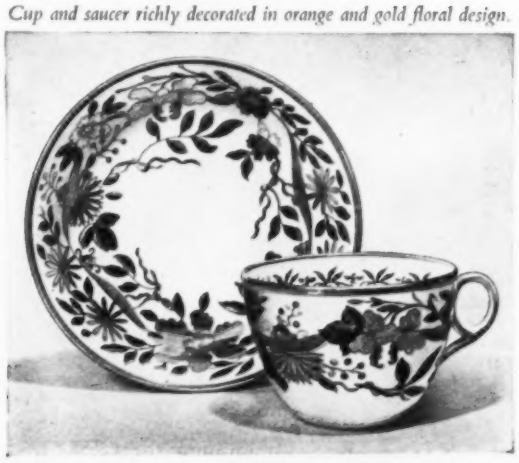
Tea pot decorated with rural scene, probably painted by John Cutts of Pinxton.

Collectors' Guide to 'Choicest' tea-ware



Tea pot stand, jug, cup and saucer (printed) with Chinese dragons in black, enamelled green over glaze.

Cup and saucer richly decorated in orange and gold floral design.



WITHIN a few years of the death in 1795 of the first Josiah Wedgwood it seemed as if the fashion for the pottery associated with his name had also passed away. By 1811 the Wedgwood agent in London was writing to the factory, "Every day we are asked for China Tea-Ware—our sales of it would be immense if we had any—Earthenware Tea-Ware is quite out of fashion."

So Josiah Wedgwood II began to experiment in the manufacture of bone china. By June 1812 casks of tea-ware, the first Wedgwood porcelain, arrived in London—a credit to the second Josiah and a reflection of the genius of his father.

But only a reflection. Josiah II's lack of experience resulted in uneconomical production and inefficient marketing. The agent (distinctly no merchant genius) reported, "We have sold one Set of number 599 and a Breakfast Set—many families have left town—unfortunately the Sets were just a month too late here."

Josiah II's bone-china experiment, lasting only ten years, produced one of the rarest groups of Old Wedgwood. His use of such artists as John Cutts of Pinxton (landscapes) and Aaron Steele (birds) together with a so-far unidentified fruit-and-flower painter, resulted in tea-ware of great decorative interest. Although its quality is very uneven the best of it is considered equal to the finest productions of the traditional porcelain-producing factories of the period.

WEDGWOOD

Wedgwood Bone China 1812-1822 is marked in red, blue, gold or black upper-case lettering (see left). The use of the mark over the glaze sometimes results (in the case of examples which have been constantly used) in partial or complete obliteration. The Wedgwood firm revived manufacture of fine bone china in 1878 and continue to the present day as one of the world's foremost producers of the ware.

NOTE TO COLLECTORS It is still possible to find odd examples of this important class of Wedgwood ware. They needn't be expensive, and you can be sure they are very choice. As choice in their own way, as Brooke Bond 'Choicest' tea—a fragrant blend of finest Ceylon and Assam teas that makes a worthy partner to your Wedgwood bone china tea-ware. At 2/- per quarter this is undoubtedly the best value in tea today.

In Canada, look for "Red Rose Orange Pekoe"—a Brooke Bond Product.

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Place your old cigarette on this actual size comparison chart. Rothmans King Size gives you real tobacco length with the filter added. Compare the extra length of Virginia tobacco. Compare the flavour—Compare the finer filter.

KSF/3/G/59

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THE BRITISH MOTOR CORPORATION LTD

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Green into Gold

As long as springtime melts the snows of the Rocky Mountains, the desert will grow green a thousand miles away. From the Colorado River, through the All-American Canal, sweet, silt-free waters now flow abundantly to what was once a heat-crazed, hostile wilderness where only cactus and sagebrush grew and gold-hungry men died for the want of a drink. Today, that same Californian desert gives richly. And the colour of its 20th century gold is the green of a lettuce leaf.

In the Imperial and Salinas Valleys of California and the Salt River Valley of neighbouring Arizona are grown both the best lettuce in the country and the biggest commercial volume. Farming is on a very large scale, over some 180,000 acres, and nothing is left to chance. Unfortunately the constant heat, together with ample moisture from irrigation, provides ideal conditions for insect pests—particularly aphids and the cabbage looper, *Trichoplusia ni* (Hbn.).

Infestation builds up throughout the season, sometimes increasing heavily just before harvest, and when this happens, the marketability of the crop is greatly reduced. Until recently, because of undesirable residues left on the leaves, there was no effective insecticide which could be used at this critical time.

With Phosdrin, Shell's new systemic insecticide, however, the problem is being solved and lettuce-growers are enthusiastic about the results already obtained. Phosdrin is both fast-acting and fast-disappearing *and can safely be used within only a few days of harvest.* Its killing power is dramatically swift, and with this important new insecticide, Shell offers to growers of many crops a greater hope of unspoilt harvests. Phosdrin, in a modern alchemy, can turn green into gold.

Phosdrin *Trade Mark* **new systemic SHELL insecticide**

Phosdrin is the sixth in the series of Shell insecticides for world-wide use. A systemic organo-phosphorus insecticide of exceptional power, it has the outstanding advantage that its residues are rapidly dissipated. It is thus the ideal insecticide for close-to-harvest use.
If you have a pest problem in your area, consult your Shell Company. Between them, aldrin, endrin, dieldrin, Phosdrin, D-D and Nemagon offer control of virtually every significant pest.

Trichoplusia ni (Hbn.) *Cabbage looper*

you can be

A VIEW LOOKING DOWN OVER VANCOUVER, SHOWING THE MAGNIFICENT HARBOUR AND THE MOUNTAINS OF BRITISH COLUMBIA.

PART OF THE VAST STRETCHES OF MONTREAL, THE GREAT FRENCH-SPEAKING CITY WHICH IS THE LEADING CENTRE OF CANADIAN COMMERCE.

LANDMARKS OF THE ROYAL CANADIAN VISIT: WEST TO EAST, VANCOUVER AND MONTREAL.

These two great cities lie on either side of the continent, separated by thousands of miles. Montreal is the older, having been founded by French settlers in the seventeenth century, and still to-day its population is largely French-speaking with a strong sense of individuality of its own. Vancouver, on the other hand, did not come to prominence until the end of the last century when the construction of the Canadian Pacific Railway opened out the possibilities of the Pacific seaboard. Its population is largely British in origin and it possesses one of the finest natural harbours in the world. Both of these cities have been visited before by the Queen and the Duke of Edinburgh on the occasions of their previous tours.

HER MAJESTY QUEEN ELIZABETH II, QUEEN OF CANADA.

From the original portrait painted by Denis Fildes for the Royal Army Ordnance Corps of their Colonel-in-Chief.

H.R.H. THE DUKE OF EDINBURGH, HUSBAND OF THE QUEEN.

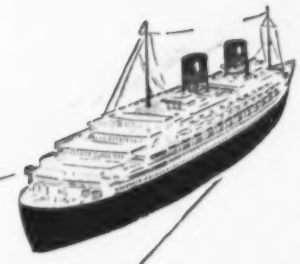
Portrait by Edward I. Halliday, P.R.B.A., R.P.

LINKING CANADA AND THE UNITED STATES: THE MAIN POWER HOUSE OF THE ST. LAWRENCE SEAWAY BETWEEN CORNWALL, CANADA (RIGHT), AND MASSENA, U.S.A. (LEFT). IN THE DISTANCE CAN BE SEEN THE LONG SAULT DAM. THE SEAWAY WAS OPENED BY THE QUEEN AND PRESIDENT EISENHOWER ON JUNE 26, IN A CEREMONY THAT WAS A HIGHLIGHT OF THE CANADIAN TOUR.

OTTAWA, THE CAPITAL OF CANADA: SHOWING THE FEDERAL PARLIAMENT BUILDINGS FROM WHICH THE DOMINION IS GOVERNED.

SIGHTS OF THE ROYAL VISIT: OTTAWA, THE SEAT OF GOVERNMENT AND THE ST. LAWRENCE SEAWAY.

Ottawa has been the capital of Canada since 1858 and the first Parliamentary session was held there in 1865. The Government buildings stand in a magnificent position overlooking the Ottawa River. All the national art collections and archives are housed in the capital. It was chosen as a site for the Dominion's capital to avoid jealousy between the greater cities of Montreal, Quebec, Toronto and Kingston. The St. Lawrence Seaway, which was opened by the Queen and by President Eisenhower on June 26, is a mighty project which opens the interior of Canada and the northern United States in the area of the great lakes to ocean-going shipping. Although it is, in the first place, a water highway, it also is a great and new source of hydro-electric power. The power houses are situated to the west of the dam shown in our picture above.



TRAVEL IN A BIG WAY

Lunchtime in the lovely Verandah Grill in the "Queen Elizabeth"

In this supersonic age, the opportunity for relaxation decreases as the need for it grows. Small wonder that, given the choice, most people prefer to cross the Atlantic in a restful way . . . in a big way . . . in the leisured luxury of a great Cunarder. Magnificent menus . . . faultless service . . . sparkling entertainment and distinguished company . . . they're all part of the Cunard way of life. This is an experience beyond a mere means of travelling . . . it is a holiday in itself . . . the price of your passage ticket gives you so much more than transportation. And for those travelling on business, here is the breathing-space you need, and long for, and *deserve*.

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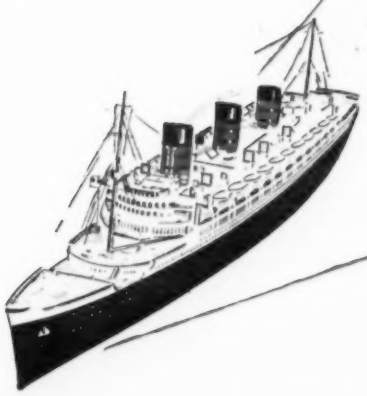

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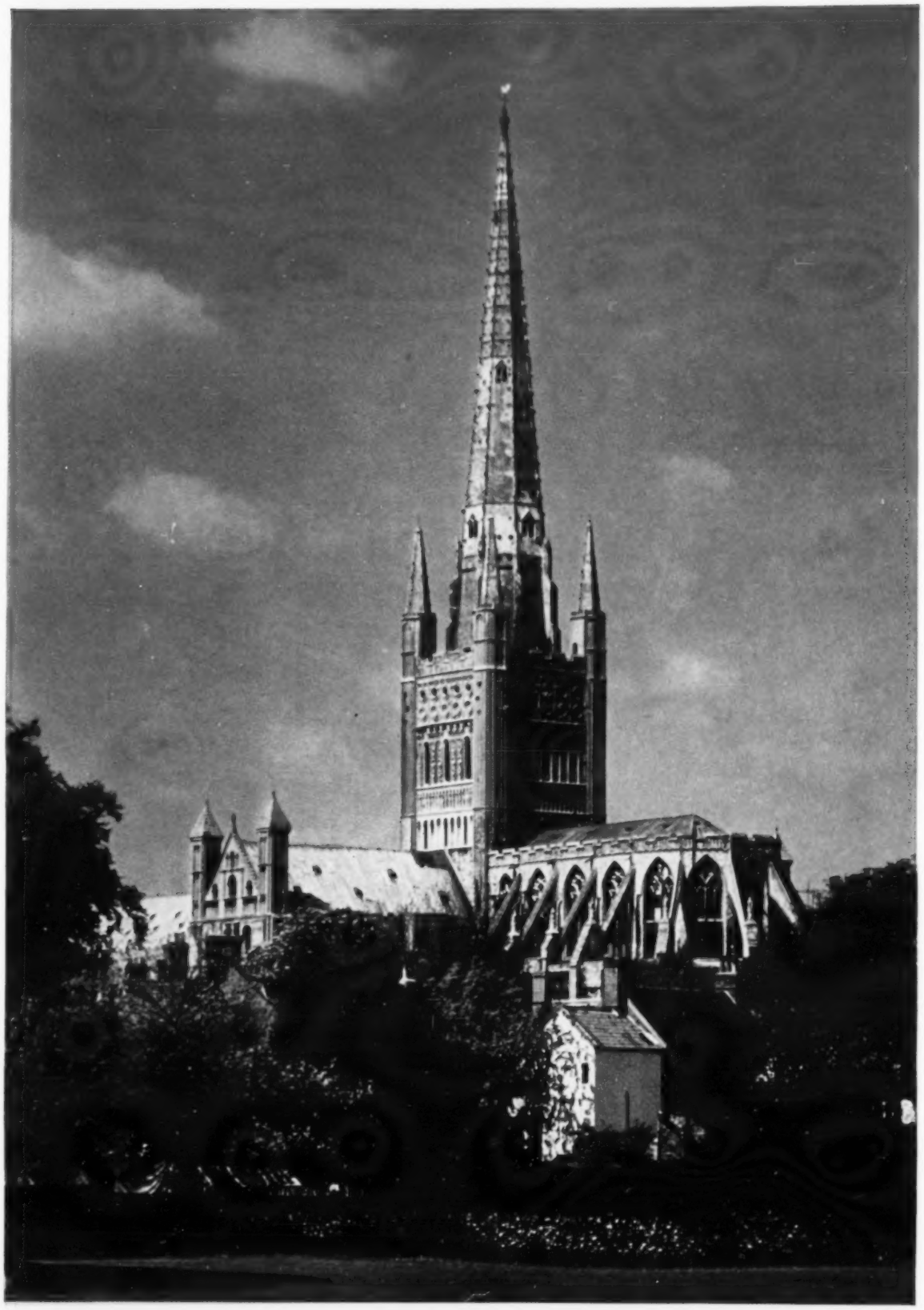


A Kodachrome photograph

A fine city, NORWICH

This magnificent Cathedral, founded by the Normans nearly 900 years ago, stands today as a testimony to the work of men who were filled with inspiration and imagination. Through the centuries it has withstood the ravages of wars, the vagaries of men and the test of time.

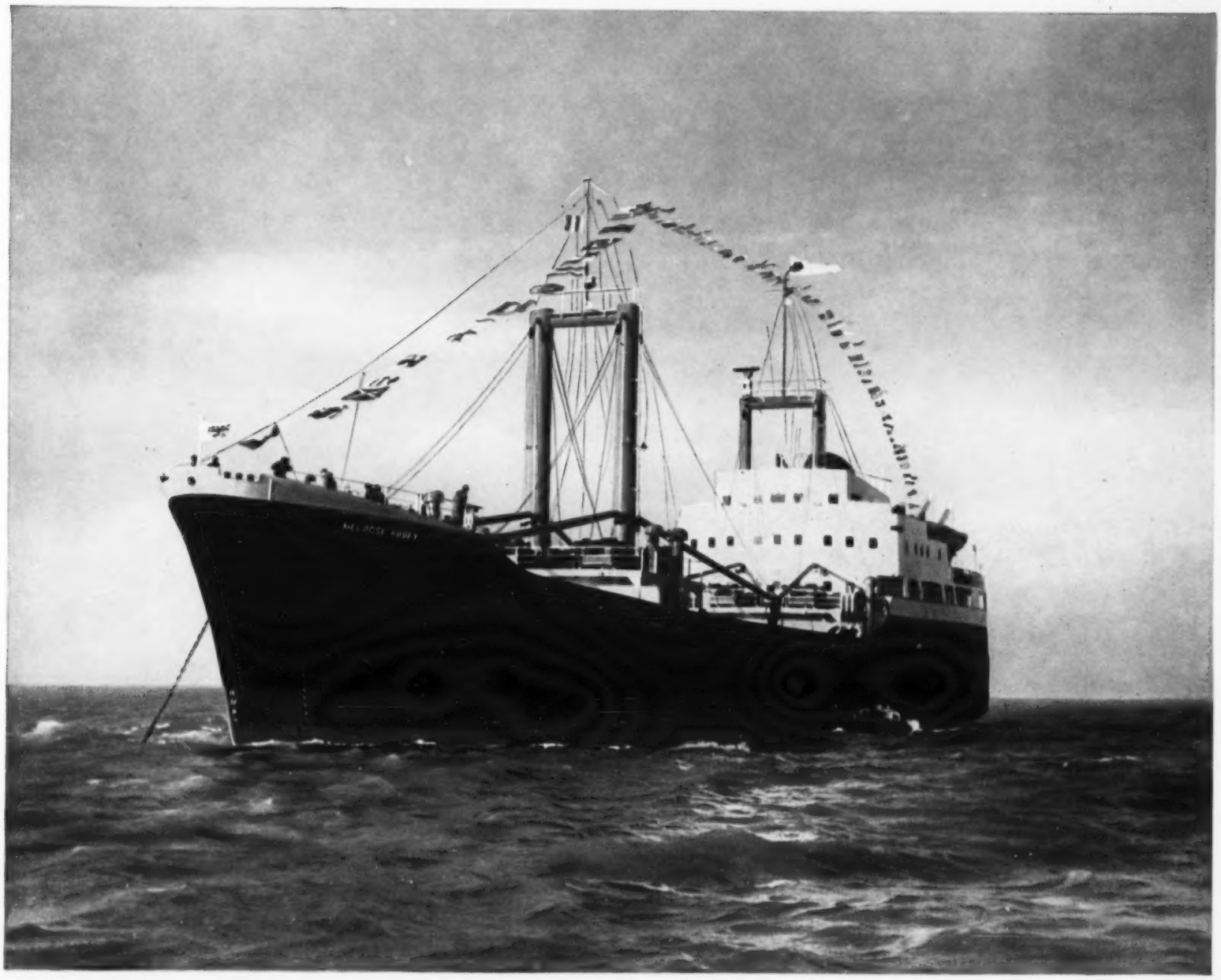
It is not surprising that the Norwich Union Insurance Societies, established over 150 years ago by men with broad vision and a keen sense of the community's needs, should adopt Norwich Cathedral as their symbol. Today it is recognised throughout the world as the hallmark of all that is best in insurance.

NORWICH UNION

INSURANCE SOCIETIES, NORWICH

Branches and Agencies throughout the World

★ *A print of this advertisement may be obtained on application to the Societies' Publicity Department.*



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Staunch and strong a goodly vessel
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HERE are six famous blends of naturally matured tobaccos, each blend identical wherever purchased, at home or abroad. If you like a pure, medium strength tobacco, lazy burning and cool smoking, you will find here a vacuum packed blend of Dobie's Four Square, inexpensively priced and exactly suited to your taste.

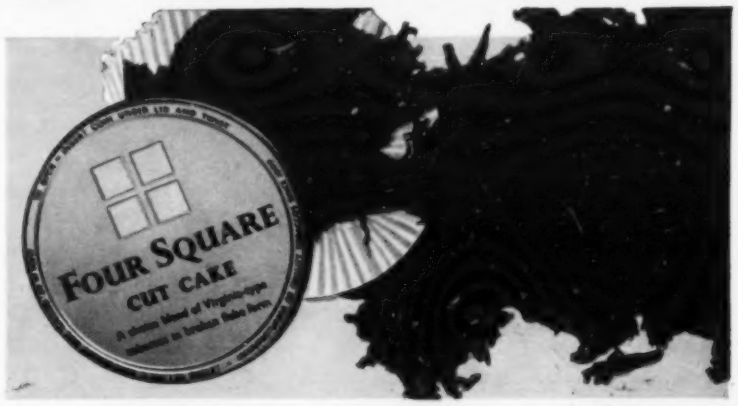
An original Scottish mixture, still made in the old-fashioned manner from vintage Empire-grown, Oriental and Virginia tobaccos. Ask for Four Square Green.

The naturally matured, genuine cut-cake Virginia that combines the exclusive flavour of fine blending with the coolness of matured leaf. Ask for Four Square Red.

A top-grade Navy Cut, blended from selected Empire grown Virginia tobaccos & finely shredded and toasted to bring out its full flavour. Ask for Four Square Brown.

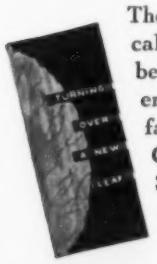
A balanced blend of Empire grown Virginia tobaccos, rolled and cut so that each naturally matured disc is a complete blend in itself. Ask for Four Square Purple.

This mixture of Vintage Virginia & the finest Oriental leaves is justly renowned for its cool smoking & delightfully fresh aroma. Ask for Four Square Blue.



This splendid blend of Empire grown Virginia tobaccos is made only from selected vintage leaf and is packed in broken flake form. Ask for Four Square Yellow.

JUST TAKING TO A PIPE?



There's a lot to be said for it. A pipe will calm you, share the stresses of your work, become your boon companion. To help you enjoy your pipe from the start, there is a fascinating pocket booklet entitled 'Turning Over a New Leaf'. It can be yours *free*. Simply write to George Dobie & Sons Ltd., Paisley, Scotland.

FOUR SQUARE

VACUUM PACKED IN 1 oz. and 2 oz. TINS

pure Vintage Tobaccos
by DOBIE'S OF
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Schweppshire Guide to public speaking

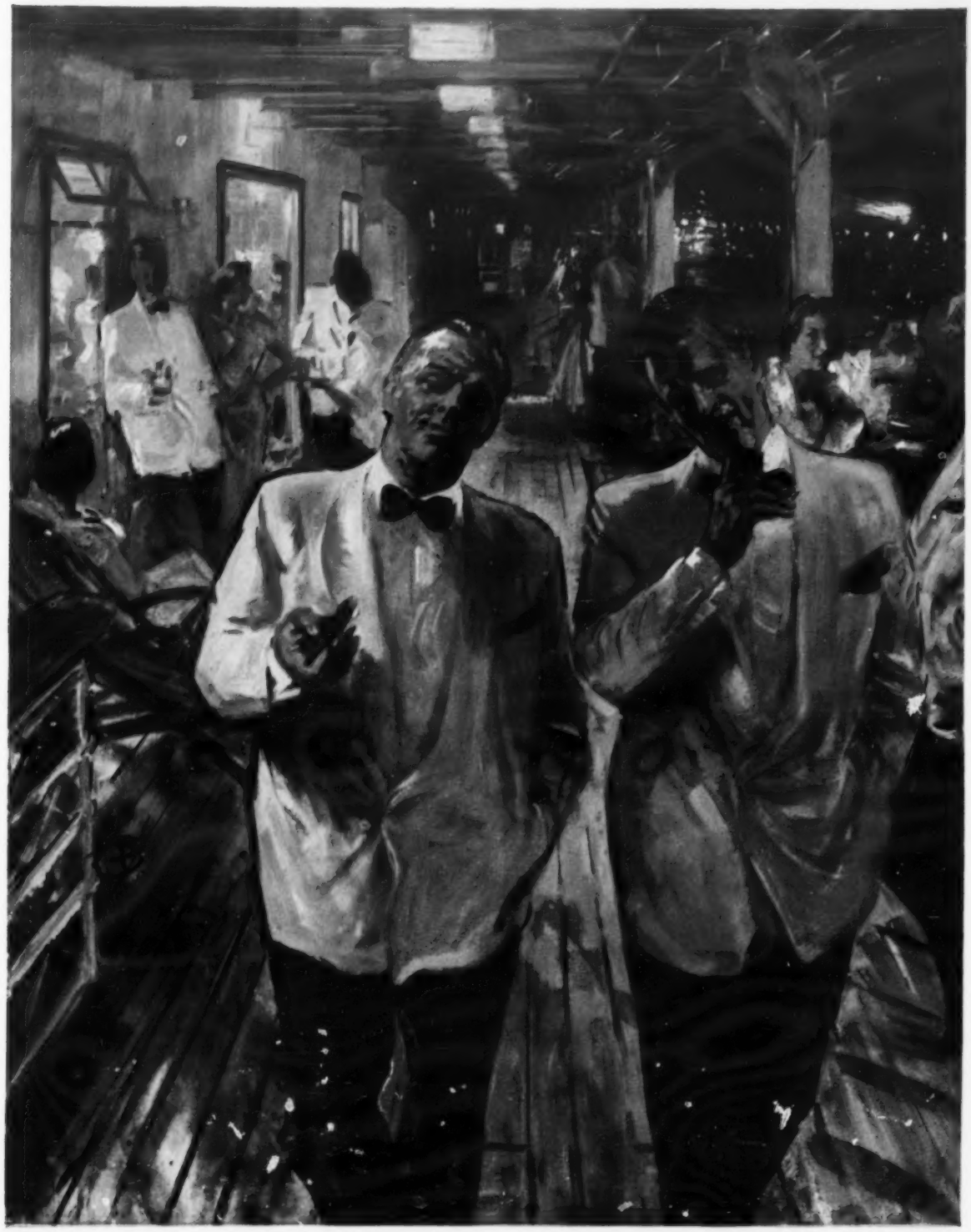
NO. 5 HOW TO DO THE WHOLE THING NATURALLY

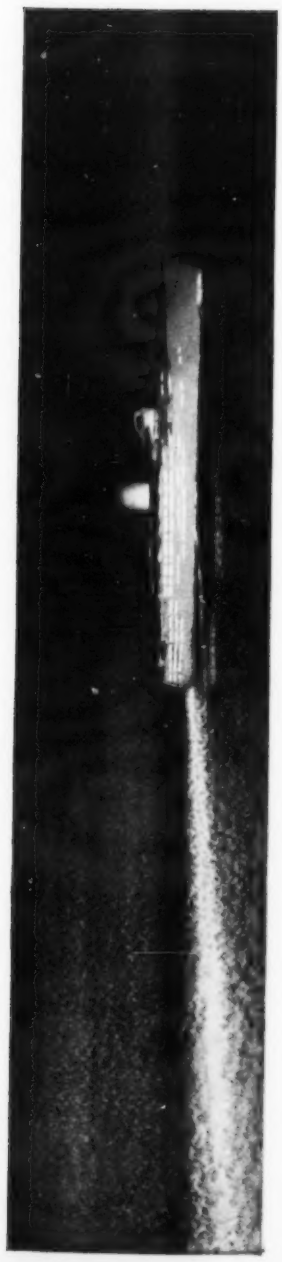
"From the earliest times, the juvenile delinquent—" Yes, yes, that's fine. Now all you have to do is to be absolutely natural. Yes we like your script On Making Art Interesting For Juvenile Delinquents, but you must remember it is terribly important not to make it booky-booky, talky-talky, or writey-writey. In other words don't say "juvenile delinquent"—rather a pamphlet word—and don't say "teen-agers" either if you can help it, that sounds a bit like a horrid little Talk. "The Arts" is rather formal, too. Couldn't you be a bit more direct and talk about those funny black figures drawn by T. S. Lowry running about against a background of snow and council houses?

"From the earliest times—" That's right. Make it vivid for them. The great thing is not to worry. Simply remember that if you want to say something important, look directly at the viewer. No of course that means look directly at the camera. Not at that bit of the camera but at that little nozzle a little bit below to the left. Do you always wear those spectacles? They rather take the expression out of the face. We may shoot you a few questions and we like to make them frank: but we won't tell you what they are beforehand because otherwise you wouldn't be spontaneous and you must be spontaneous, as long as you remember not to turn away from the camera. All you've got to remember is not to look shifty but to be absolutely yourself. Because that is the marvellous thing about the T.V. camera. It instantly reveals the fact that somebody is not being themselves. The slightest falsity, and it shows you up. Yes it's quite all right, that is you, on the monitor, as we see you now. No, of course you don't really look like that. Don't keep staring at it. Now start again.

Written by Stephen Potter; designed by George Him

SCHWEPPERVESCENCE LASTS THE WHOLE DRINK THROUGH





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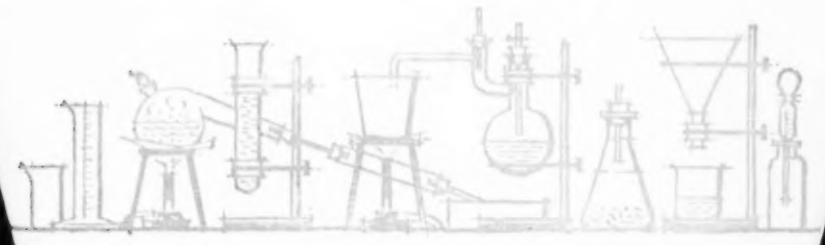
Two weeks ago these men were strangers. Now they are close friends – and soon they will be business associates. The atmosphere is curiously conducive to this sort of thing. For this is the P & O First Class Service to Australia. Here, in one of the mighty ships of the P & O fleet the British businessman with his eye on Australia or the East, encounters prospects from the outset.

It's no accident. Out of some six hundred and fifty fellow passengers travelling first-class *nearly half will be people with similar or connecting interests in the same territory as yourself.* A high percentage of *those* will be people from the very area you're visiting. *They'll* give you the lie of the land you're visiting as none else can. Conditions are ideal. On P & O both the sun and the service wear a smile. You have time to know people, to pursue ideas without interruption, to rest properly. You do more constructive work in four weeks at sea than you do in four months at home. Yet you arrive back fresher than when you left!

If you have interests in Aden, India, Pakistan, Ceylon, Malaya, the Pacific or 'Down Under' – it *pays* to travel *all or part way* by P & O First Class Service to Australia (or the Far East). Special seasonal terms and Executive Tickets are available. Ask someone to check *now* with your Travel Agent or with P & O direct 14/16 Cockspur St., S.W.1. Tel: WHItehall 4444 or 122 Leadenhall St., E.C.3. Tel: AVEnue 8000.

P&O First Class to Australia is an investment

Bostikology



Bostikilience

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The 'Bostik' research laboratories are continuously evolving 'Bostik' adhesives and sealing compounds to meet the demands of new manufacturing processes, to partner new materials. One such demand is that for resilience, and 'Bostik' technologists amply fulfil it with products that give tenacious bonding and sealing with maximum resilience. In the Bostikology idiom of efficiency this resilient security is known as Bostikilience. Other 'Bostik' characteristics have their descriptive words, too, such as Bostikacity—its tenacity; and Bostikonomy—its economy. Together they explain why 'Bostik' is widely used to construct cars, and aircraft, ships and buildings—to advance nuclear energy and electronic projects. Industry benefits from resilient securing and sealing with 'Bostik' products: from, in a word, Bostikilience.

Bostik

advances industry . . .
through Bostikology

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